



**Thomas Griebel
Designs**

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Welcome!

Hello! I'm Thomas Griebel and I am a graphic designer based in the Rochester, NY region. I currently work as a graphic designer for the RIT K-12 University Center. His favorite things to design are editorial, information, branding, wayfinding/signage, and advertising design.

Education

Rochester Institute of Technology

- 2021-2024
- BFA in Graphic Design
- Member, performer, and PR Chair of WADAIKO

Monroe Community College

- 2018-2020, Spring 2021
- A.S. in Commercial Art and Illustration with Honors.

Work

RIT K-12 University Center

- Worked under Jessica Small and Donna Burnette
- Part time graphic design student worker 2023-2024.
- Full time graphic designer 2024 - current.

Other

JGB SHIBUKI

- Member of the taiko group in Buffalo.



Rochester Rail System



Work Information

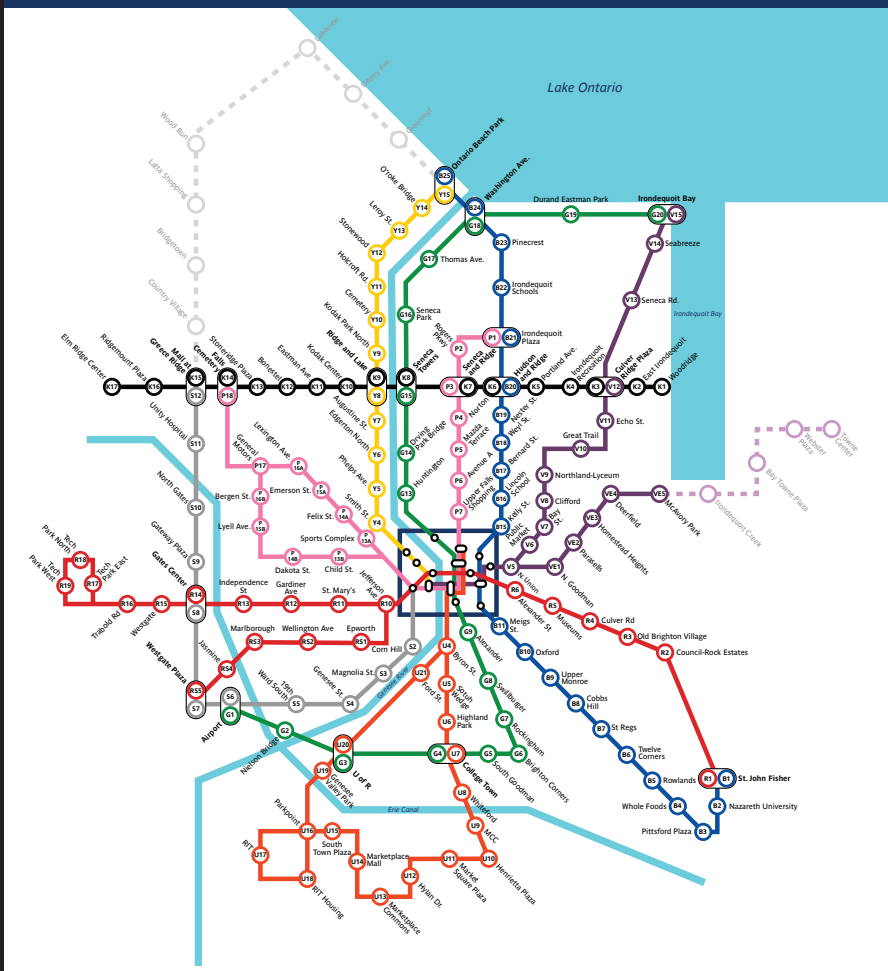
For my senior capstone project, I imagined a fictional light rail system in Rochester called the Rochester Rail system that transports passengers in and out of Rochester. While Rochester once had a trolley and subway system, the city and surrounding areas have become very car dependent, and the bus system isn't the greatest.

This light rail system is designed to help people who may utilize the system the most by focusing on lines that goes through areas of high poverty, as well as other areas such as colleges and universities, and high retail/employment areas such as Henrietta and Rochester Tech Park.

This capstone features a system map, line map, wayfinding signage, ticket machine screen, transit card, and long-term PSA announcements as a branding system for the system.



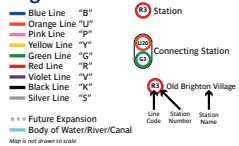
▲ Project on display during RIT Graphic Design Senior Capstone show.



Downtown Rochester Zoomed In



Legend



Emergencies?
Call 911

Rochester Rail System
(585) 555-1234
rrs.com



▲ Closeup section of the map.

◀ Overview of the system map.



▲ Example of a station.

▼ Mockup of a system map, and line map in use.



▲ Mockup of an example of an long term PSA. This can also be used as ad space.



▲ Transit Card design. Instead of swiping, you tap to pay your fares, and can also support digital wallets such as Apple Wallet.

► Examples of signage telling people where the nearest station is, and how far at a standard walking pace.



▼ Station kiosk for new transit cards, or to refuel for fare balance.

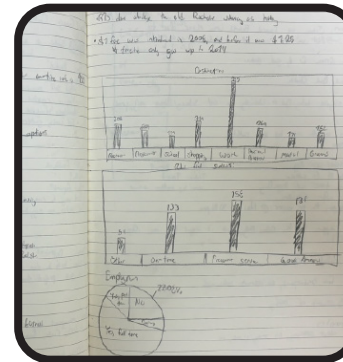
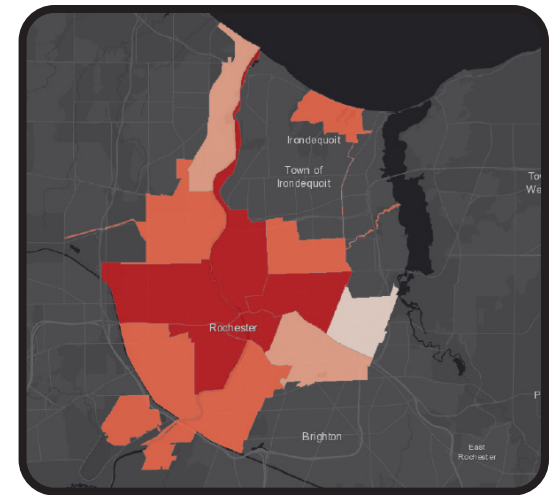


Research and Development

This project was a years long effort involving sketches, research, field research, and feedback and advice from my advisors. I studied various light rail systems across the United States such as Pittsburg and San Diego to see what they do, how they brand their system, and what I like and don't like about it. I also did some research about Rochester Regional Transit System (RTS) and how the bus system operates, plus their vision.

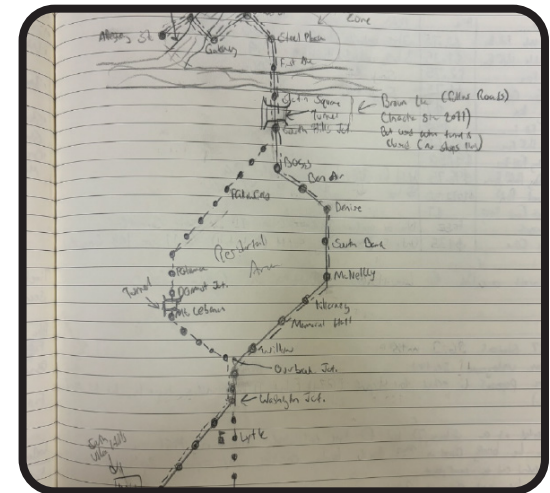
I also traveled to Buffalo as they have a light rail system, and Buffalo as a whole is similar to Rochester. I rode on their system and took some notes on what I liked about the system (such as the system being fully handicap accessible), and what I didn't like about the system (such as no Apple Wallet support). Overall, I thought the system does it's job, and would make a good base for Rochester's Light Rail System I had in mind. Some finalized mockups in this project come from Buffalo.

► Poverty map of Rochester, NY. These areas would be my system's main focus.



◀ Some notes from an RTS report about ridership.

► Pittsburg Rail System visualized.





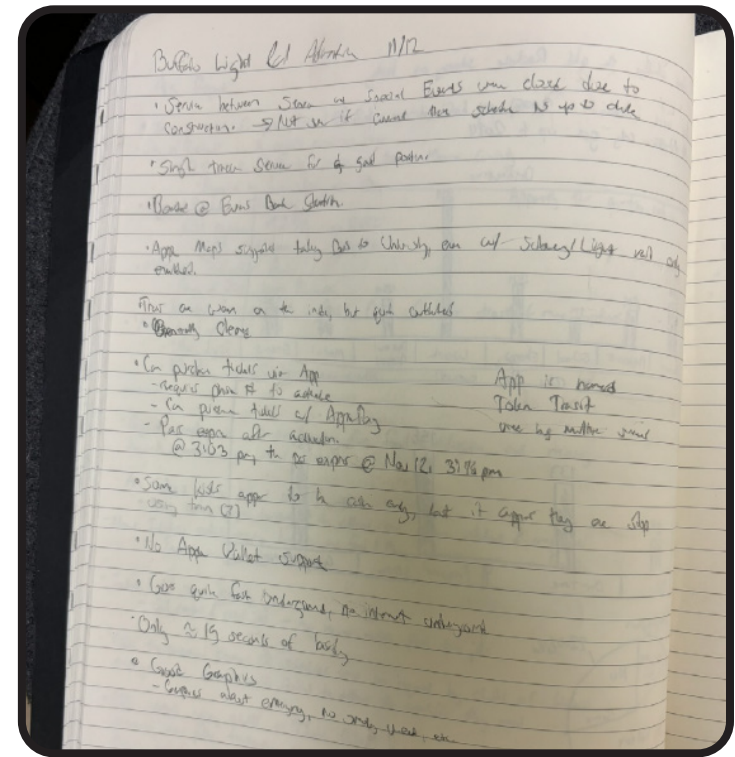
◀ Overview of a station in Buffalo. The system is fully handicap accessible, making it a good base for this project.

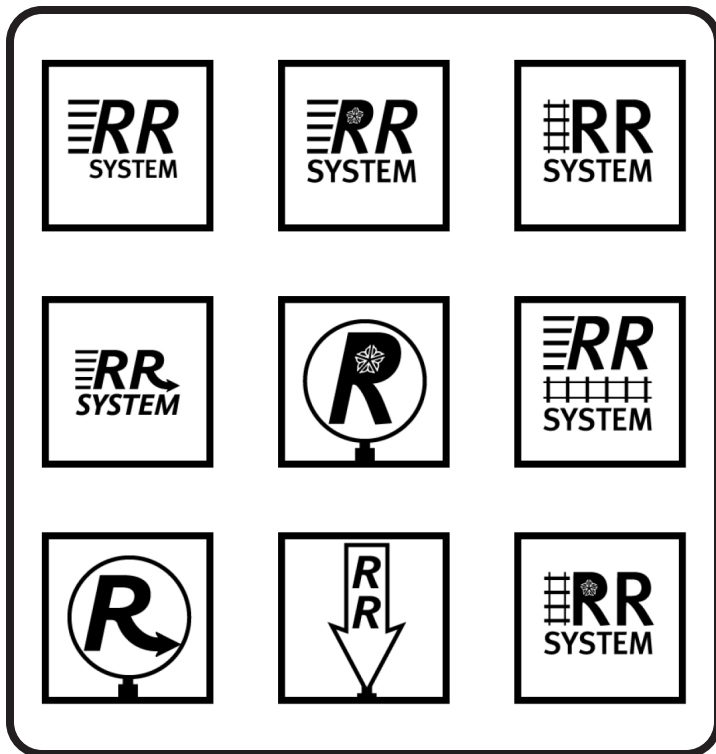
► Station Signage



◀ Map and system information. The map does it's job, but it feels stuck in the late 90s. I wouldn't have known this was a modern poster if it wasn't for the "FACE MASK REQUIRED" message on it.

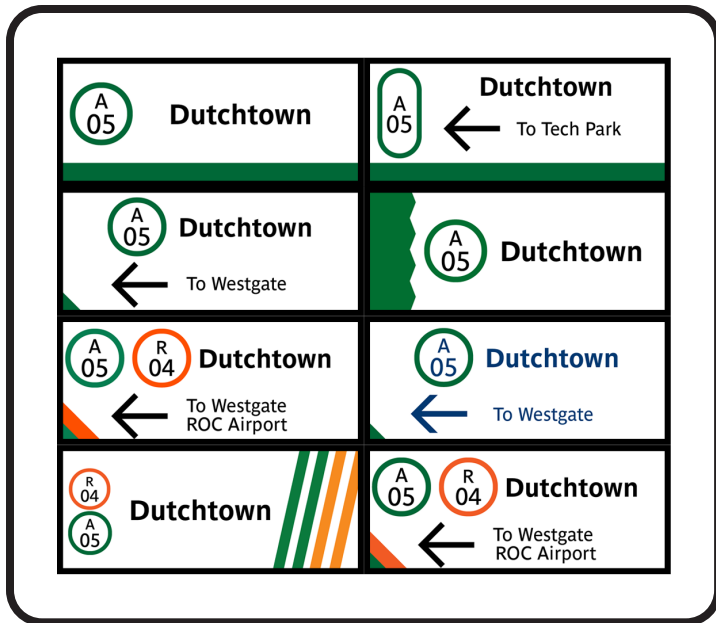
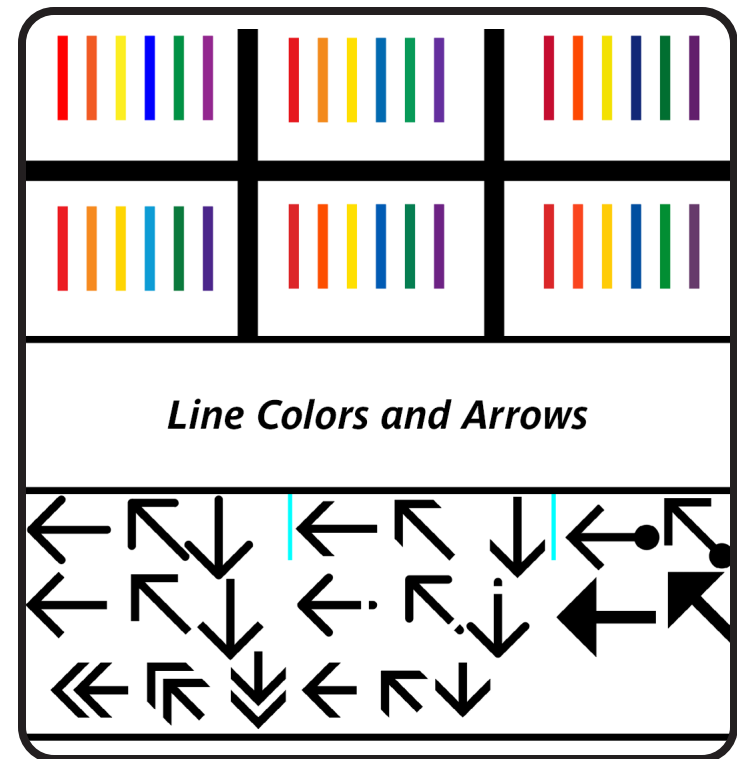
► Notes I took during my adventure about the system.





◀ Some logo designs, including an idea to have station markings, similar to Boston's T system.

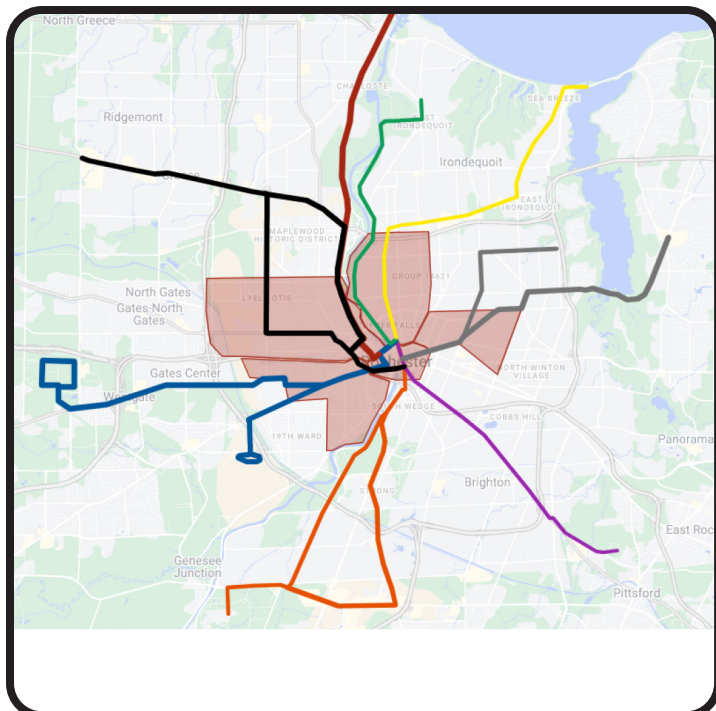
► Some line and arrow ideas I experimented.



◀ Early wayfinding station signage.

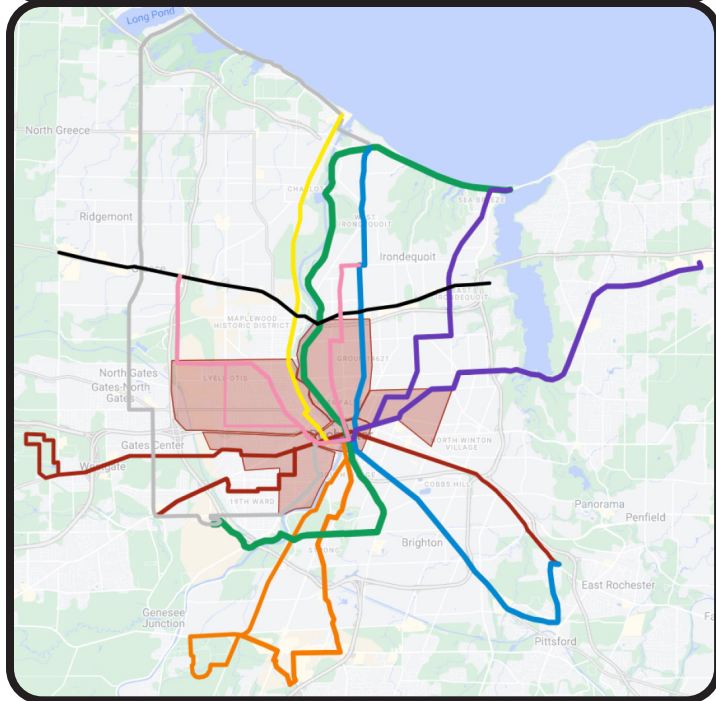
► Early signage that would appear to guide people to stations.





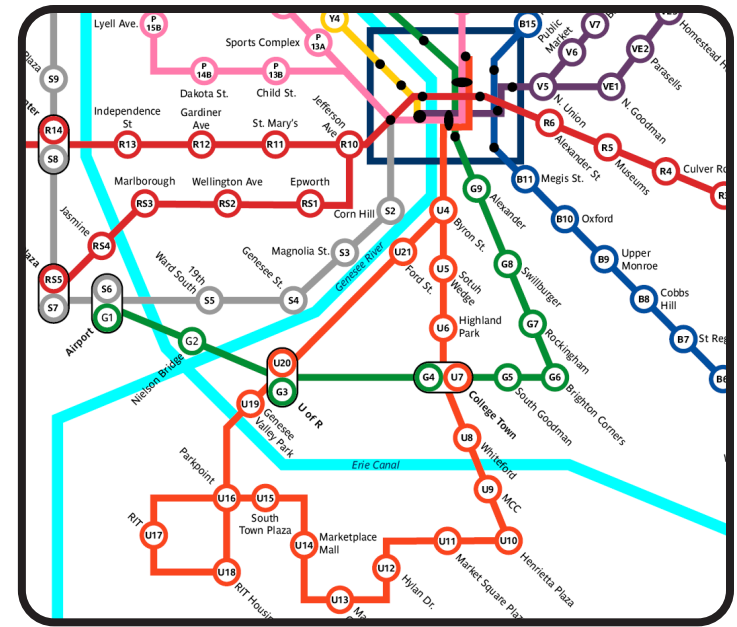
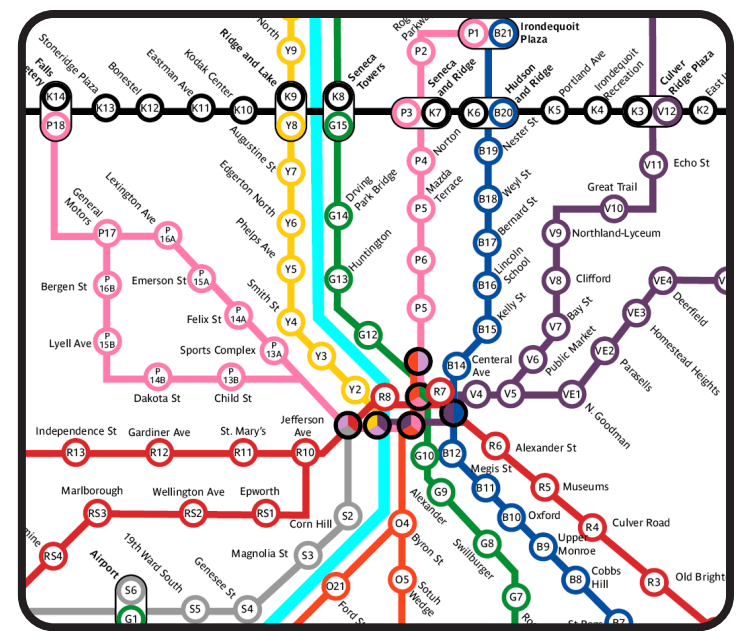
◀ First rough idea for the map layout. The red shaded areas represents the area in Rochester with a high poverty rate

▶ Early designed map, with all directions going vertical, horizontal, or a 45 degree angle.



◀ Near final map layout, with the lines more connecting while at the same time branched out, inspired by a documentary about Boston's T system.

▶ Updated map design from the previous image. In this version, the Orange Line's code was changed from "O" to "U" due to concerns it would've been mixed up with zero. I also made it so some line directions turn at an angle that's divisible by 30 degrees.



RIT K-12 University Center



RIT

Division of Academic Affairs
**K-12 University
Center**

Work Information

The RIT K-12 University Center is an academic affairs division of RIT with their goal is to create transformative opportunities for K-12 youth and educators on science, technology, engineering, art, and mathematics, also known as STEAM, to inspire the next generation of innovators. They serve more than 5,000 youth per year, and have a collection of initiatives that include campus engagements, virtual and in-person enrichment, school partnerships, internships, college and career readiness programming, and more.

During my time at the RIT K-12 University Center, I created lots of graphics and templates for the team and their partners. All projects follow RIT's branding guidelines, or their partner's branding guidelines such as the United State Educational Outreach Program (AEOP).



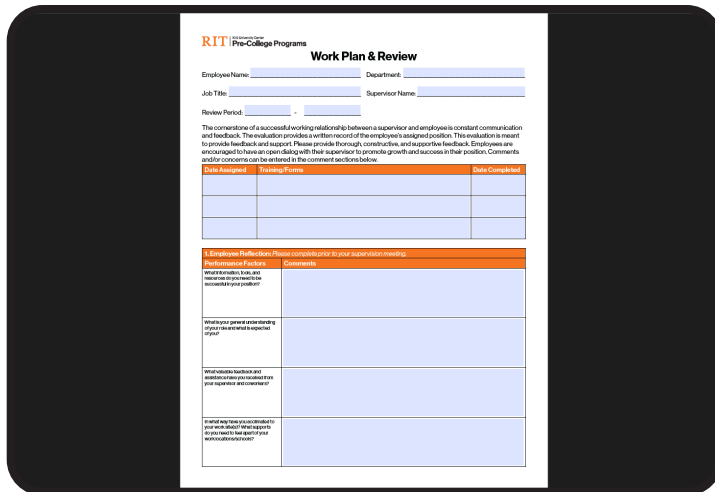
▲ Camp Tiger TV Ad Display that was displayed across the RIT campus.



▲ Visitor Parking Information sheet given to visitors who come to our building.



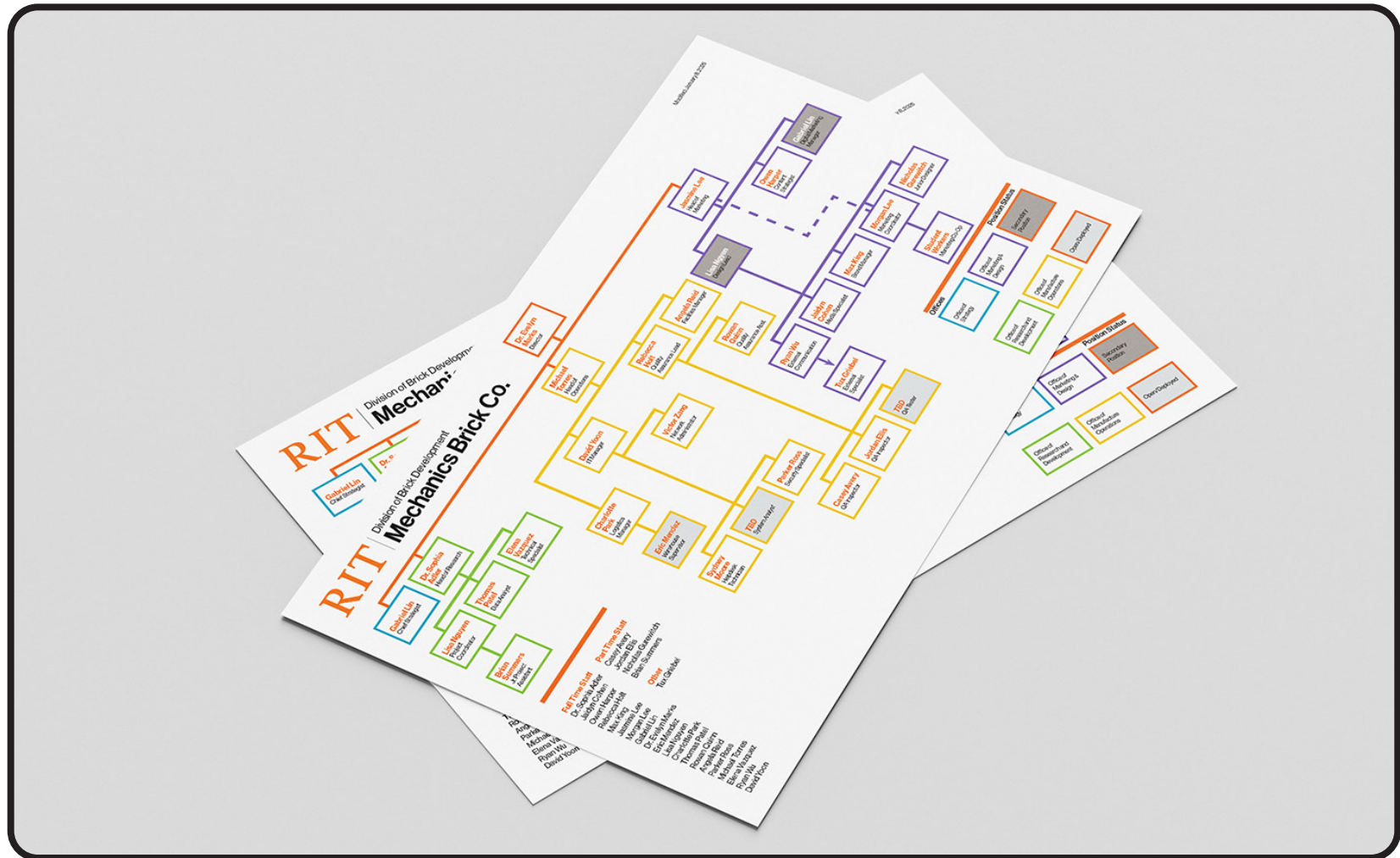
▲ Camp Tiger flyers for each individual camp.



▲ K-12 University Center Pre-College Programs Work Plan & Review packet (first page pictured).



▲ Camp Tiger flyers for the Rochester Prep School.

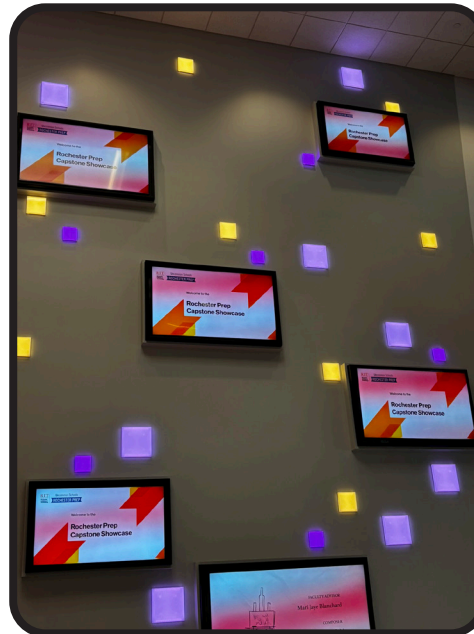


▲ Staff Organization Chart (8.5 x 14) that follows RIT's branding. The chart lists offices each member is a part of, their position status, and if they are full time or part-time.

Note: Per compromise, chart information shown here, including names and positions, is fictitious.



Materials created for the RIT-Rochester Prep High School Capstone Showcase. These include a folded pamphlet, as well as a welcome screen that was showcased all across RIT MAGIC Spells Studios.

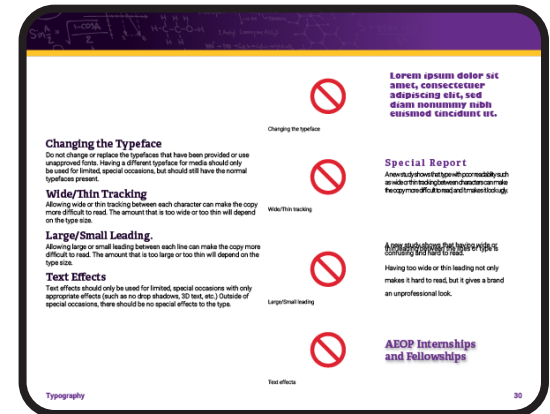
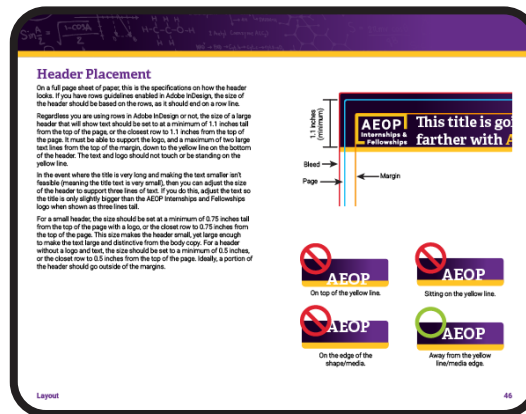
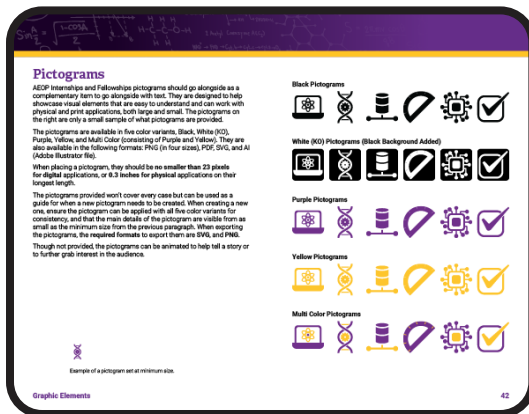
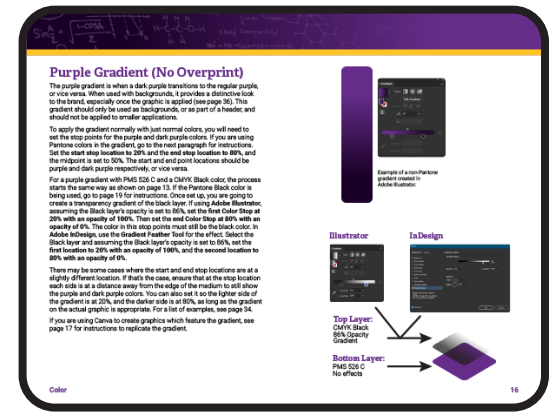
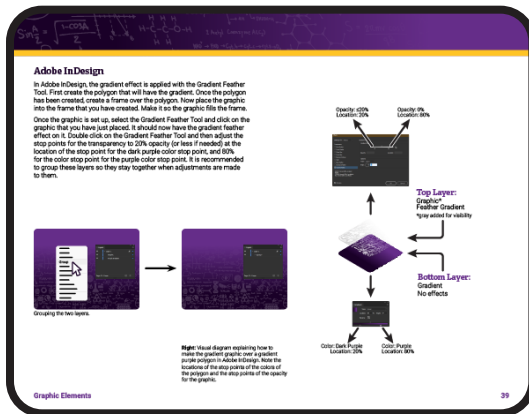




▲ Different logo variants for Tiger Tales for RIT's Margaret's House.



▲ AEOP Internships and Fellowships Masterclass badges for intern and fellow's LinkedIn profiles after completing a class.



▲ A selection of pages from the AEOP Internships and Fellowships that I have created after a branding refresh from Blake Learning Solutions. I did this project after there was no guidance on the new branding style and our design ideas felt all over the place with no uniformity. While I lead the project, this project was done in collaboration with Blake Learning Solutions and the AEOP I&F team at RIT.



AOEP Internships and Fellowships business cards that were updated by me based on the new branding system.





▲ NY-Upstate JSHS 2025 Regionals materials which I designed the graphics for, from pamphlets, to challenge coins, as well as a t-shirt design.



▲ AEOP Internships and Fellowships Booth design (see page 28 to learn more about this project).

AEOP Army Educational Outreach Program (AEOP)
Additional Stipends Justification

Complete the following form for additional stipends that your lab provides to program participants. The completion of this form will be required on an annual basis.

Select Yes if your lab provides this additional stipend. Enter a flat dollar amount or dollar range. Provide a justification as to how the dollar amount or dollar amount range was determined.

EXAMPLE

Healthcare allowance
☒ Yes
☐ No
 Amount (Dollar or Range): \$300 a month
 Justification:
 Average cost of a health plan in our area for individuals in the 25 - 35 year age group is around \$400 a month. Individuals must provide documentation of health care coverage in order to receive the monthly healthcare allowance.

Start filling out the form here.

Lab Name:
 Local Program Coordinator Name:
 Date:

Healthcare allowance
☐ Yes
☒ No
 Amount (Dollar or Range):
 Justification:

▲ AEOP Additional Stipends Justification PDF form. Certain fields appear only when certain fields are selected.

WADAIKO Branding Upgrade



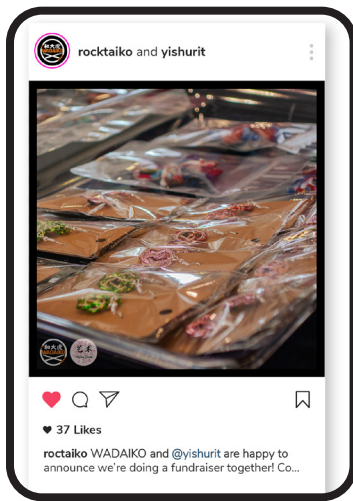
Work Information

WADAIKO is a taiko drumming club at the Rochester Institute of Technology that was established in 2016. In 2023, I was elected to be the PR Chair of the club and during my time, me and my assistant developed a new branding strategy for the club as it felt incomplete and not unified.

Our branding strategy solves these problems by making an engaging system that can work in both print and digital. This branding strategy was also applied to photography and videography. As a result of our initiatives, we experienced growth in engagement on social media, garnered an increase interest in performances within RIT and Rochester, and being featured on a TV show in Atlanta.

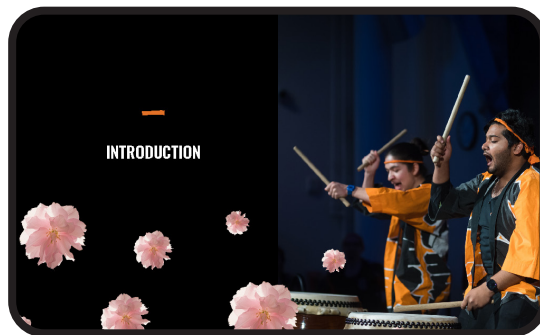


▲ WADAIKO flyer primary given out during RIT's Club fair. The front cover was designed by Olivia Wong.



▲ WADAIKO business cards.

▲ Various social media posts featuring announcements and highlights from events.



▲ Selection of pages from the branding guide I created. During the making of the guide, I took into account there could be people working on branding with limited knowledge of Adobe's programs, so various tutorials are also included for common tasks.



▲ YouTube thumbnails of performance videos that were edited by me, including the addition of closed captioning. Scan or click on the QR codes to watch the videos.



▲ Various photographs taken during practices, events, and performances that were also part of our branding strategy. Some photos feature WADAIKO's sister club, Yishu Club.

AEOP Internships and Fellowships Booth Design



Task

To create a new trade show booth design for the AEOP Internships and Fellowships that goes along with their new branding.

Solution

After deciding with the team what booth setup they wanted, I designed the booth that's designed to stand out amongst the other booths, and solving other problems from their previous design. It features a backdrop, feather-flag, mini-banners, a table cloth, trunk table, and a curved banner. After the booth's first use in an event, it was an instant success to attracting more event attendees.



▲ Closeup of the Mini-banners and trunk table.



▲ Closeup of the backdrop.



▲ The booth fully setup during an event.

Letchworth State Park Posters

Letchworth State Park



Commissioner of the State Thruway Authority, William P. Letchworth, was born in 1859 in Seneca County, New York. He was a prominent businessman and a strong advocate for the development of the state's infrastructure. He served as the first Commissioner of the New York State Thruway Authority from 1923 to 1931.

William P. Letchworth discovered the area of Letchworth State Park in 1893 while on a business trip. He was struck by the beauty of the area and the potential for a state park. He immediately began to plan for the park's development.

One of the first steps was to acquire the land. Letchworth purchased the land from the Seneca Nation and the Seneca Falls and Watkins Glen Land Company. He then began to develop the park's infrastructure.

Letchworth's vision for the park was to create a place where people could enjoy the natural beauty of the area while also learning about the history and culture of the region. He believed that the park should be a place where people could connect with nature and each other.

Letchworth's efforts led to the creation of Letchworth State Park, which is now one of the most popular state parks in New York. The park is a testament to Letchworth's vision and his commitment to the state's natural resources.

Letchworth's legacy is preserved in the park's name and in the many buildings and structures that he helped to create. The park is a place where people can learn about the history and culture of the region while also enjoying the natural beauty of the area.

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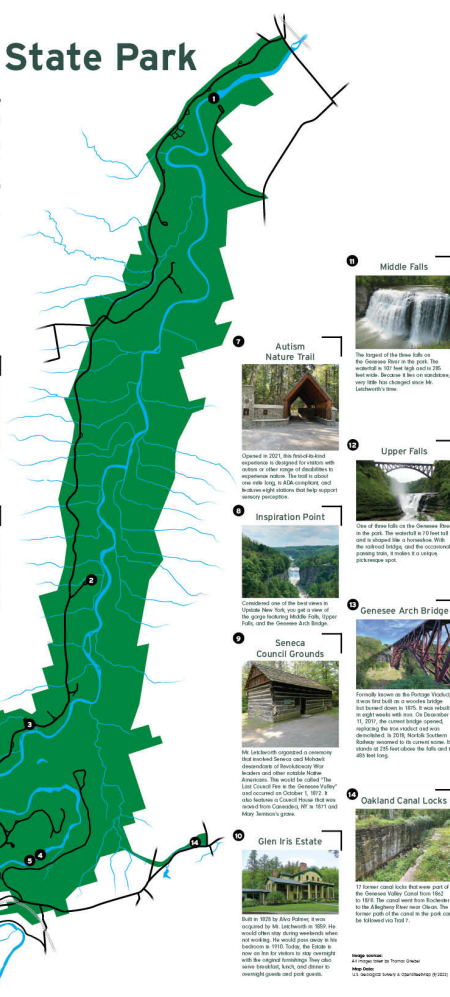
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Letchworth's legacy is preserved in the park's name and in the many buildings and structures that he helped to create. The park is a place where people can learn about the history and culture of the region while also enjoying the Morris Dam.

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Letchworth's legacy is preserved in the park's name and in the many buildings and structures that he helped to create. The park is a place where people can learn about the history and culture of the region while also enjoying the natural beauty of the area.



1 Mount Morris Dam
The Morris Dam is a concrete dam that was built in 1910 to provide water for the Seneca Falls and Watkins Glen Land Company. It is now a part of the park's infrastructure.

2 Lower Falls
The Lower Falls is a series of waterfalls that flow over a series of rocks. It is one of the most popular attractions in the park.

3 Gardeau Overlook/Reservation
The Gardeau Overlook is a scenic view of the park's landscape. It is a popular spot for visitors to take a break and enjoy the view.

4 Humphrey Nature Center
The Humphrey Nature Center is a building that houses the park's natural history exhibits. It is a great place to learn about the park's ecosystem.

5 Wolf Creek
Wolf Creek is a small stream that flows through the park. It is a popular spot for fishing and other outdoor activities.

6 Stone Footbridge
The Stone Footbridge is a small bridge that crosses the creek. It is a popular spot for visitors to take a walk and enjoy the view.

7 Middle Falls
The Middle Falls is a series of waterfalls that flow over a series of rocks. It is one of the most popular attractions in the park.

8 Upper Falls
The Upper Falls is a series of waterfalls that flow over a series of rocks. It is one of the most popular attractions in the park.

9 Inspiration Point
Inspiration Point is a scenic view of the park's landscape. It is a popular spot for visitors to take a break and enjoy the view.

10 Seneca Council Grounds
The Seneca Council Grounds are a series of buildings that were built by the Seneca Nation. They are now a part of the park's infrastructure.

11 Glen Iris Estate
The Glen Iris Estate is a large house that was built by the Letchworth family. It is now a part of the park's infrastructure.

12 Oakland Canal Locks
The Oakland Canal Locks are a series of locks that were built to allow boats to travel up the Seneca River. They are now a part of the park's infrastructure.

13 Middle Falls
The Middle Falls is a series of waterfalls that flow over a series of rocks. It is one of the most popular attractions in the park.

14 Upper Falls
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20 Upper Falls
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Letchworth State Park History

Historical Era

William P. Letchworth Era

Early Park Era

Modern Park Era

10,000 Years Ago

The first human beings to live in the area were Native Americans. They lived in small groups and hunted for food. They were the first people to live in the area.



Late 1600s

The first European settlers to live in the area were Dutch. They lived in small groups and hunted for food. They were the first people to live in the area.



1797

The Seneca Falls and Watkins Glen Land Company was founded in 1797. It was the first company to develop the area.



1823

The Seneca Falls and Watkins Glen Land Company was founded in 1823. It was the first company to develop the area.



1852

The Seneca Falls and Watkins Glen Land Company was founded in 1852. It was the first company to develop the area.



1859

The Seneca Falls and Watkins Glen Land Company was founded in 1859. It was the first company to develop the area.



1862

The Seneca Falls and Watkins Glen Land Company was founded in 1862. It was the first company to develop the area.



1875

The Seneca Falls and Watkins Glen Land Company was founded in 1875. It was the first company to develop the area.



1910

The Seneca Falls and Watkins Glen Land Company was founded in 1910. It was the first company to develop the area.



1935

The Seneca Falls and Watkins Glen Land Company was founded in 1935. It was the first company to develop the area.



1952

The Seneca Falls and Watkins Glen Land Company was founded in 1952. It was the first company to develop the area.



1972

The Seneca Falls and Watkins Glen Land Company was founded in 1972. It was the first company to develop the area.



2005

The Seneca Falls and Watkins Glen Land Company was founded in 2005. It was the first company to develop the area.



2016

The Seneca Falls and Watkins Glen Land Company was founded in 2016. It was the first company to develop the area.



2017

The Seneca Falls and Watkins Glen Land Company was founded in 2017. It was the first company to develop the area.



2021

The Seneca Falls and Watkins Glen Land Company was founded in 2021. It was the first company to develop the area.



Task

Create posters that showcase the point of interests and history of Letchworth State Park that could be found at a visitor center, or a interpretative display.

Constraints

Each poster must be 18.5 x 25 inches.

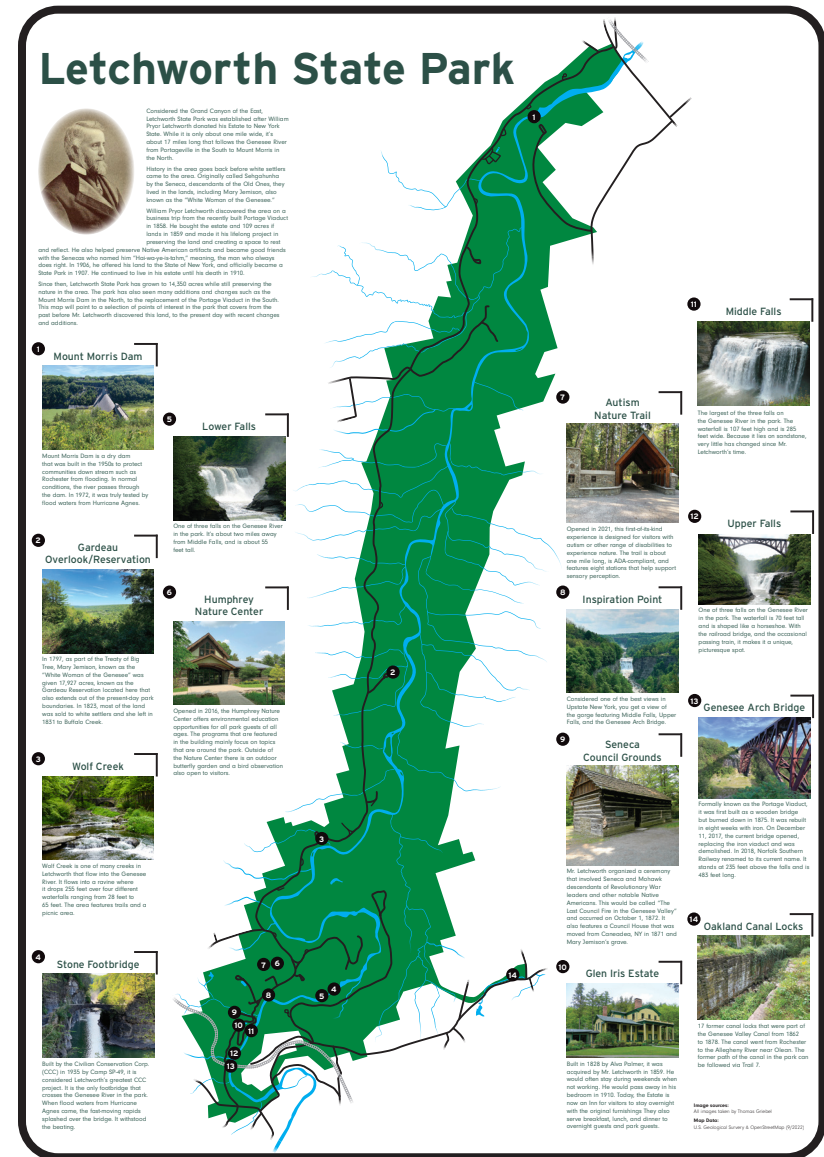
Solution

The two posers I created featuring Letchworth State Park that can work together. The first poster features a map of the park showcasing some points of interests and giving a brief explanation about them. The second poster tells the history of the area from the glaciers once towering over the area, to the modern day.

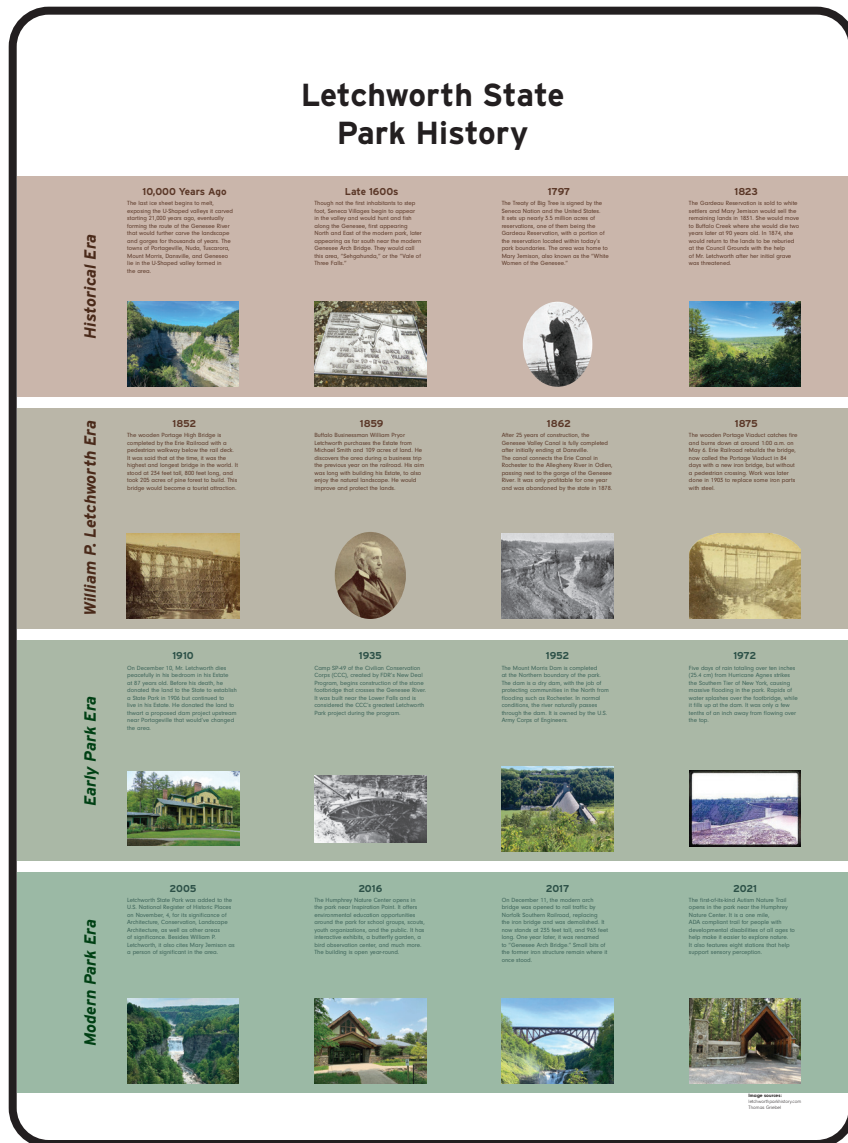
Two versions of each poster are produced, a light version, and a dark version.



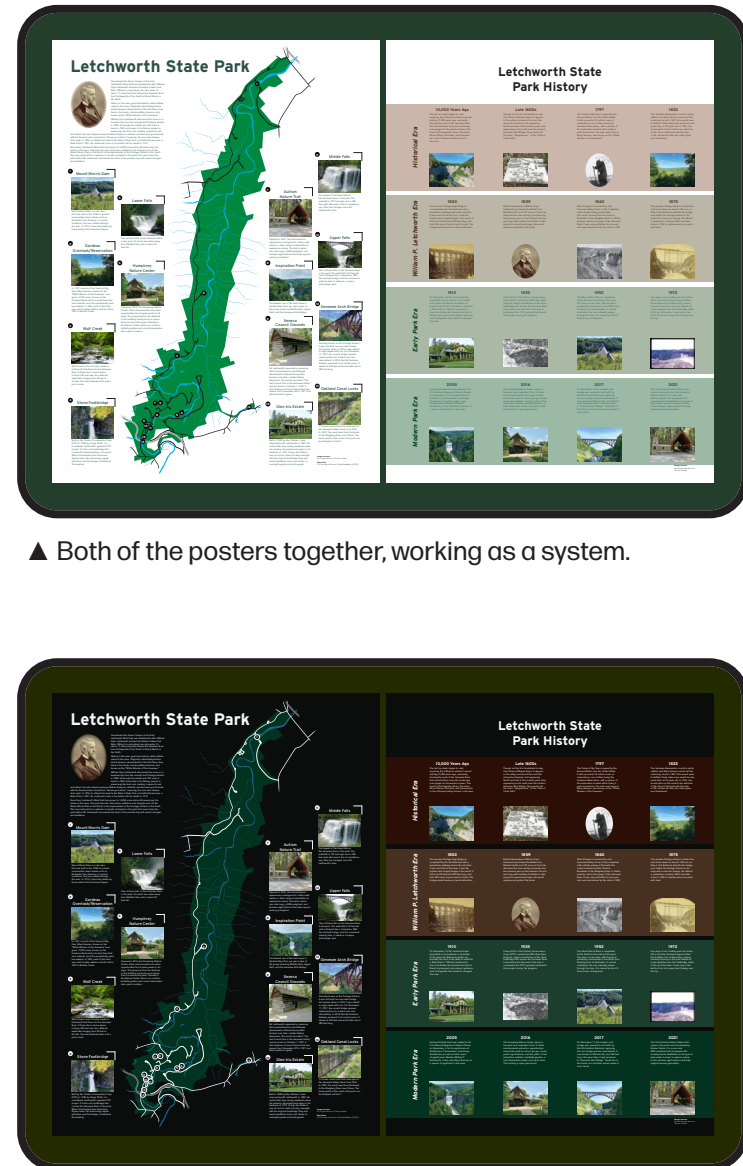
▲ Scan or click the QR code for a larger view of the posters.



▲ The park map poster showcasing a selection of points of interest plus a brief description about each location.

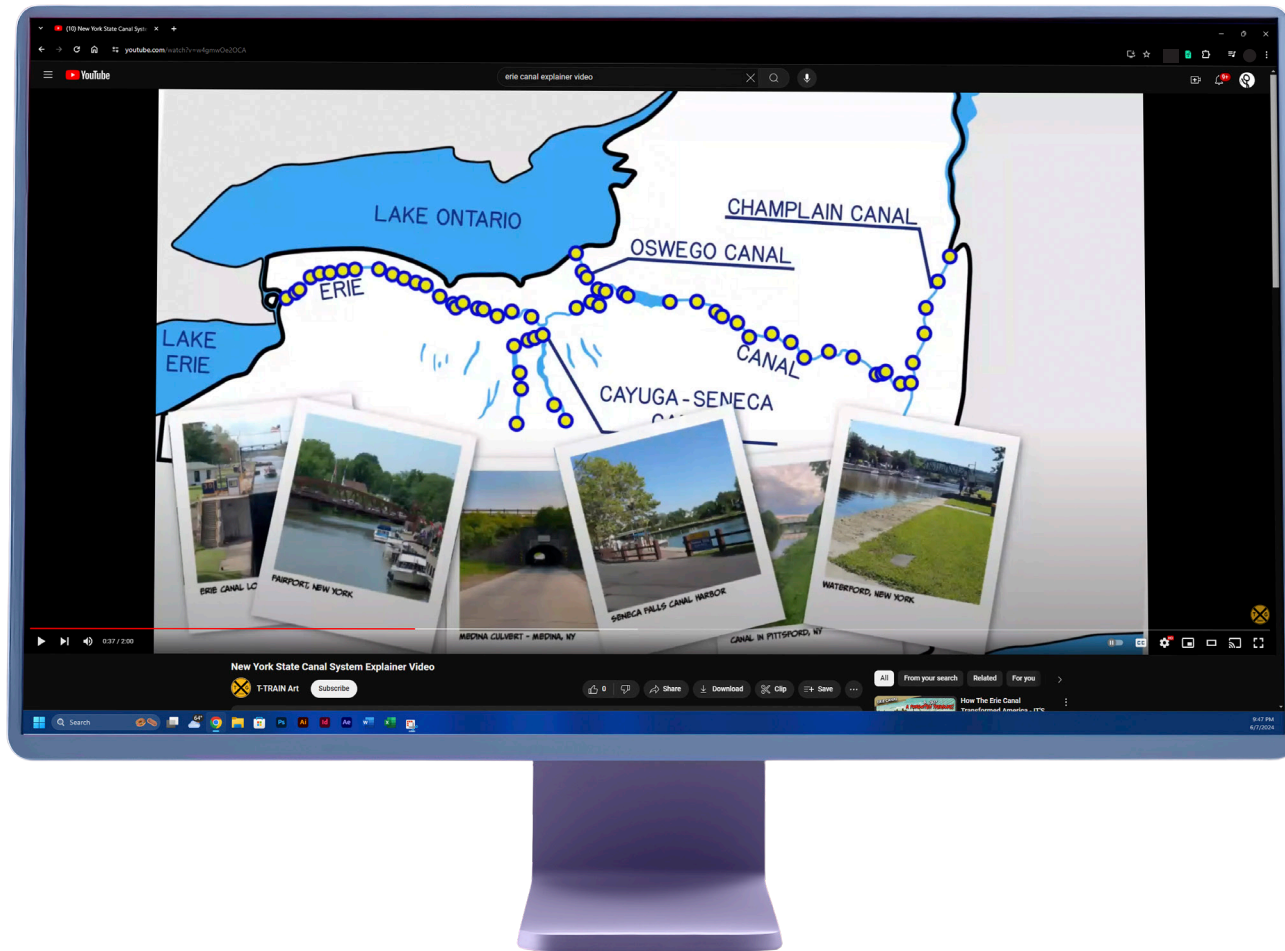


▲ The history poster that tells the history of the area from the glaciers to the modern park today.



▲ The dark version of both posters.

New York State Canal System Explainer Video



Task

To create an animated explainer video about the New York State Canal system with the primary audience being out-of-state tourists.

Solution

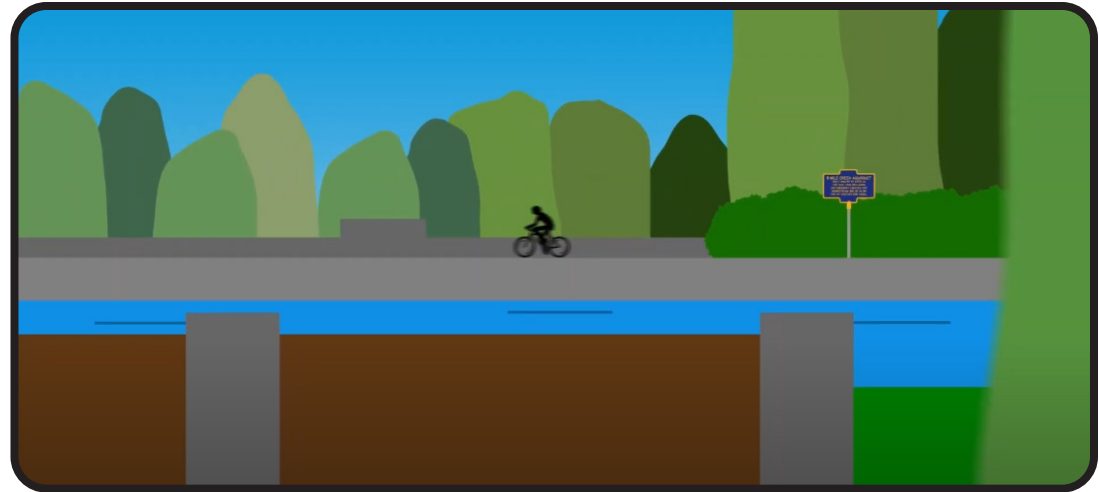
I created this explainer video about the New York State Canal system that gives a general background of the system. It explains about marina services, boat height restrictions, cruises, and much more. For each illustration/scene done based off real world objects/locations that are related to the system.



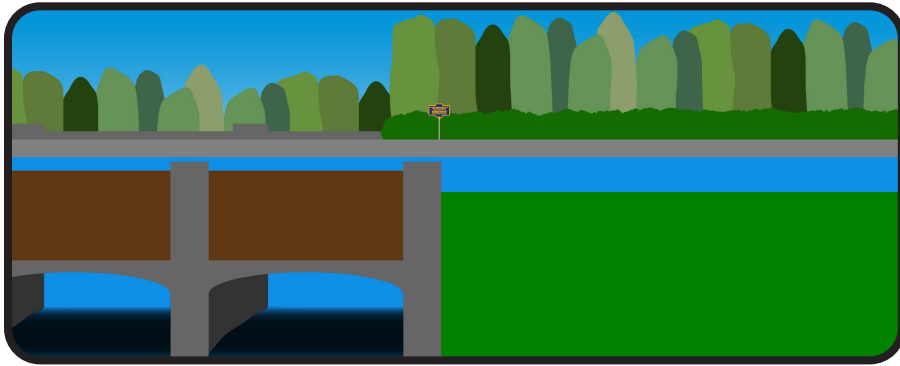
▲ Scan or click the QR code to watch the video.



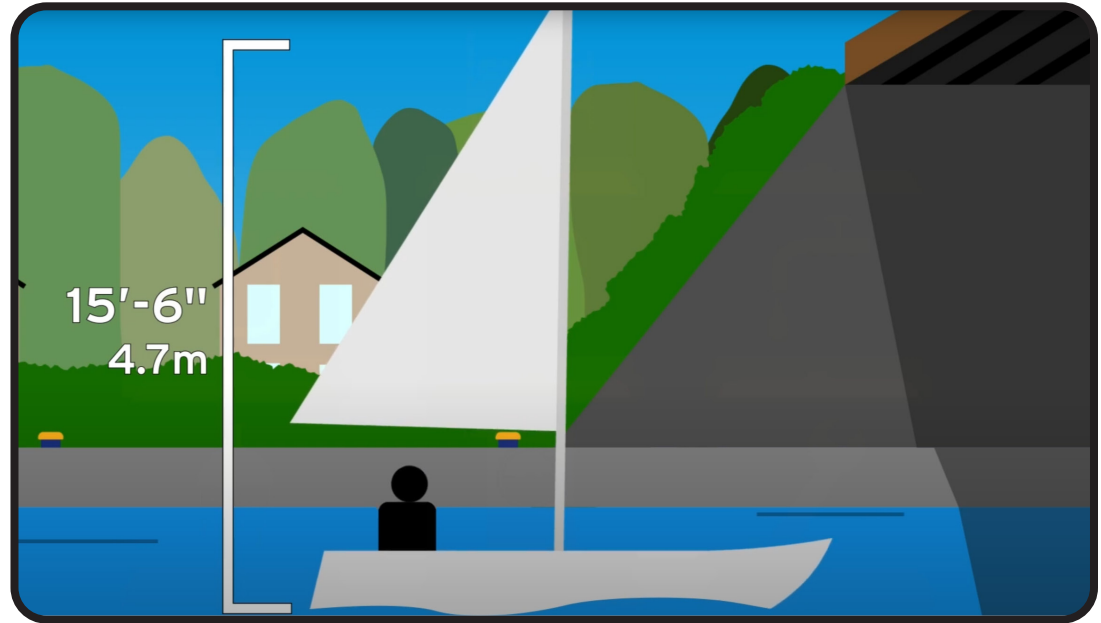
▲ To give it a canal feel, symbolism that is found on the Erie Canal is used for the video, with dark-blue and a gold-yellow color being used prominently.



▲ Many parts of the video feature real world locations along the system (or that were once part of the system). For example, here is the Nine Mile Creek Aqueduct near Syracuse, NY.



▲ Some of the scenes that were created by me for the video, including the biker guy.



▲ The video targets users who may be interested in bringing their own boat, or on a tour boat. The video also mentions things to do along the canal that doesn't require boating.

2024 Calendars

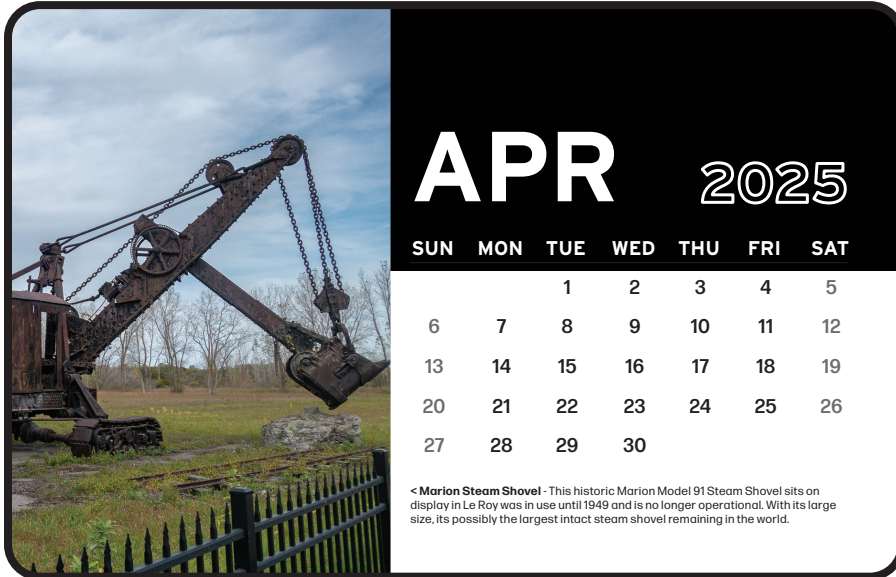


About the Project

I created 2025 calendars featuring photos that I have taken throughout Upstate New York to be sold. Two versions were made, a small desk calendar, and a saddle stitch calendar. The two have the same design style, as well as the same photo theme for each month. Each photo has a fun related trivia for each photo and the saddle stitch calendar features a map of where the photographs were taken.



▲ Sample page of the saddle stitch calendar.



▲ Sample page of the desk calendar

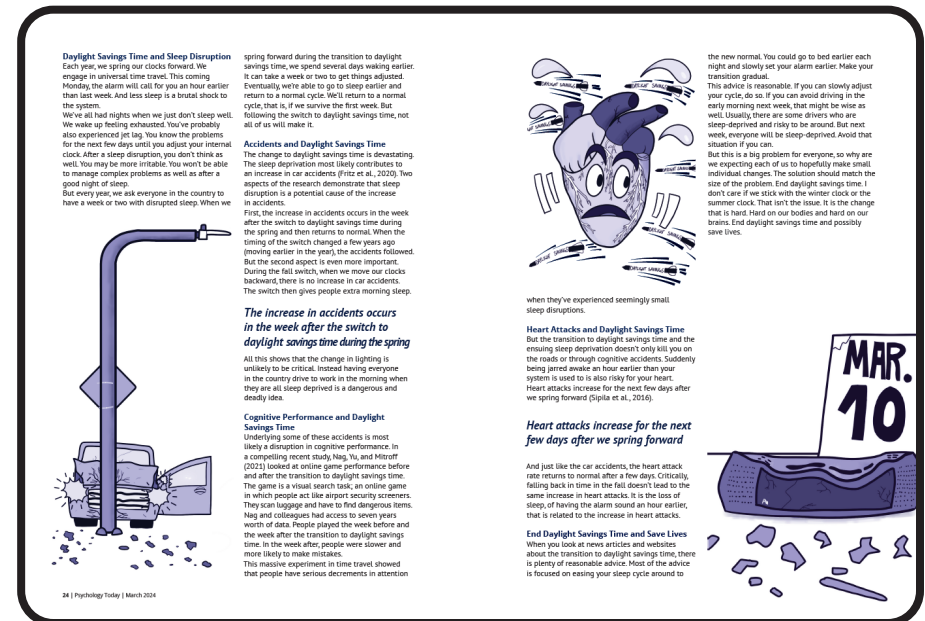


▲ Map created in the saddle stitch calendar.

Additional Work

About This Section

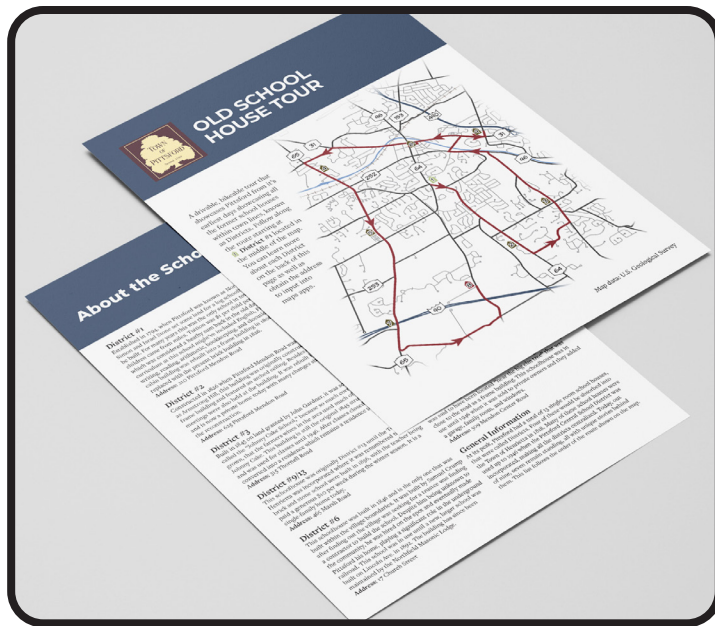
I've done a lot of projects, but it's impossible for me to feature them all in depth in this PDF, here I'd give them a shout out here for this section. For an more in depth explanation about these works, feel free to reach out, or check my website as it may have information about the work listed here!



▲ A Psychology Today article spread that I designed both the layout, as well as illustrated the illustrations.

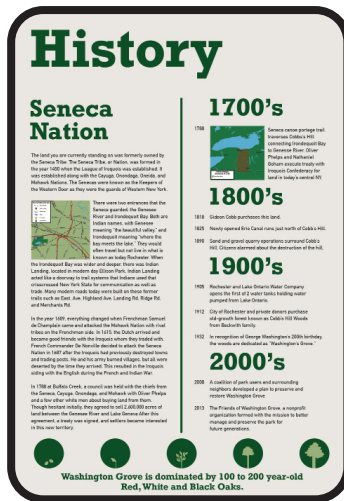


▲ Map of Mendon Ponds Park designed no matter if the user is a returning local parkgoer, or someone who may be coming for the first time. Important information is presented to them and if viewing digitally, they can show/hide certain layers of the map so more of the actual map can be seen if needed.



▲ A map of the Town of Pittsford's historic single-room school houses with the map providing a self-guided tour that can be navigated either by bike or car.

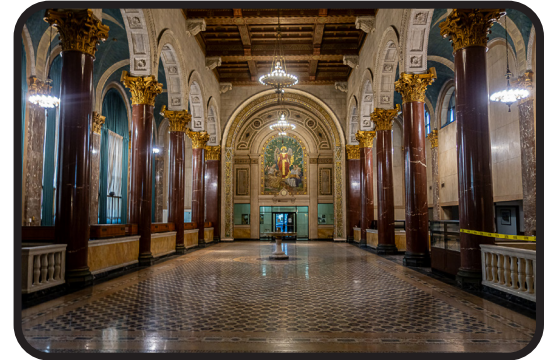
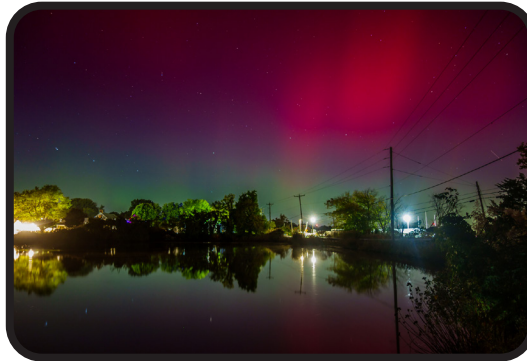
▼ Washington Grove Park kiosk where I designed the map for the history panel of the kiosk. The mockup shows the panels in use. Mockup was created by Christian Kela



▲ Redesigned High School logo (the present logo is the same logo the Minnesota Vikings use, along with other high schools)

Photography

Besides graphic design, I have done photography as well, sometimes implementing it into my work. I have done photography for RIT's WADAIKO, as well as the RIT K-12 University Center.



Thank You!

Thank You!

Thank you for taking the time viewing my portfolio! I hope you enjoyed what you saw. If you have any further questions my work, or want to get in touch, feel free to contact me.

Contact & Connect

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Mockup Credits

Unless otherwise credited below, all mockups are created me.

Transit Card: mockups-design.com (no name given) 8; TV: Graphictwister / Freepik 14; Flyer: mockups-design.com (no name given) 15; Flyer: mockups-design.com (no name given) 16; Folded Pamphlet: mockups-design.com (no name given) 17; TV: Graphictwister / Freepik 17; Flyer: mockups-design.com (no name given) 18; Business Cards: mockups-design.com (no name given) 20; Folded Pamphlet: mockups-design.com (no name given) 21; Trophy Photo: Darian Deeley 21; Flyer: mockups-design.com (no name given) 21; Flyers: mockups-design.com (no name given) 24; Instagram Post: s.salvador / Freepik 25; Business Cards: lucecitavectors / Freepik 25; Computer Monitor: Image by Freepik 34; Map: mockup-design.com (no name given) 42; Kiosk: Cristian Kela (Original) 42